

ORDER



Orders
Order / Rev: 218751
Alt Order #:
Product Desc: OBAMA FOR AMERICA
Estimate: 2309
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 11/05/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: M35+
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	27	\$42,475.00	\$36,103.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	27	\$42,475.00	\$36,103.75	0.00
Totals	27	\$42,475.00	\$36,103.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	11/04/12	11/04/12	Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
				Daybreak Sun @6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$600.00		0.00			
N 2	WOOD	11/04/12	11/04/12	Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
				Daybreak Sun @7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,000.00		0.00			
N 3	WOOD	11/04/12	11/04/12	Today Show Su	CM	758-9a	-----S	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
				Today Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$2,000.00		0.00			
N 4	WOOD	11/04/12	11/04/12	Sun 10-11am	CM	1001-1030a	-----S	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
				To The Point		(10:00 AM-10:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$900.00		0.00			
N 5	WOOD	11/01/12	11/02/12	Today Show 2	CM	9-10a	---TF--	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$1,200.00		0.00			
N 6	WOOD	11/01/12	11/02/12	M-F 11a-12p	CM	11a-12p	---TF--	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				eightWest											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WOOD	11/01/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	---TF--	:30	1	\$750.00	P2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	1		\$750.00		0.00						
N 8	WOOD	11/01/12	11/02/12	Days of Our Lives Days of Our Lives	CM	1-2p	---TF--	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	1		\$800.00		0.00						
N 9	WOOD	11/01/12	11/02/12	M-F 2-3p Rachael Ray	CM	2-3p	---TF--	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	1		\$500.00		0.00						
N 10	WOOD	11/01/12	11/02/12	M-F 4-5p Ellen	CM	4-5p	---TF--	:30	1	\$1,325.00	P2	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	1		\$1,325.00		0.00						
N 11	WOOD	11/01/12	11/02/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	---TF--	:30	2	\$4,000.00	P1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$4,000.00		0.00						
N 12	WOOD	11/01/12	11/02/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	---TF--	:30	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	1		\$4,000.00		0.00						
N 13	WOOD	11/01/12	11/02/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	---TF--	:30	1	\$7,000.00	P1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	1		\$7,000.00		0.00						
N 14	WOOD	11/06/12	11/06/12	5am Daybreak 5am Daybreak	CM	5a-6am	-T-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	1		\$500.00		0.00						
N 15	WOOD	11/04/12	11/04/12	Sun 6p News 8 Sun News 8 @ 6p	CM	6-7p	-----S	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$2,000.00		0.00						
N 16	WOOD	11/01/12	11/02/12	5am Daybreak 5am Daybreak	CM	5a-6am	---TF--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$500.00		0.00						
N 17	WOOD	11/01/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	---TF--	:30	2	\$1,125.00	P2	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$1,125.00		0.00						
N 18	WOOD	11/01/12	11/06/12	Today Show M-F Today Show	CM	658-9a	MT-TF--	:30	2	\$1,750.00	P2	0.00	NM	3	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$1,750.00		0.00						
Week:		11/05/12	11/11/12	MT-----	1		\$1,750.00		0.00						
N 19	WOOD	11/03/12	11/03/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$600.00		0.00						
N 20	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,000.00		0.00						
N 21	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00

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N21	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$1,200.00	P2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1		\$1,200.00		0.00				
N22	WOOD	11/06/12	11/06/12	WOOD News @430am WOOD News @ 430am	CM	430-5a	-T-----	:30	1	\$400.00	P1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		1		\$400.00		0.00				
Totals													27	\$42,475.00